



VOL. XXIV

SOUTH SAN FRANCISCO, SAN MATEO COUNTY, CAL., SATURDAY, MARCH 10, 1917.

NO. 10

\$250,000 INCENDIARY FIRE

Destroys Steiger Plant

MAY MAKE PAPER FROM RICE HULL

TALK OF ESTABLISHING NEW ENTERPRISE HERE

South San Francisco is rapidly forging ahead as a rice-milling center, and out of this infant industry may come another industry—that of manufacturing paper from the rice hull.

At the present time 16 to 20 per cent of the rough rice as it comes from the fields is thrown away to the winds in a big heap at the mills.

In the old country the hull of rice is utilized in manufacturing paper and the work is carried on in a large and successful scale.

It is said that the officials of the local mill company are seriously considering the immediate construction of a paper mill in connection with the present rice mill.

The Growers' Rice Milling Company has been in operation in South San Francisco since last August. The mills represent an investment of about \$100,000.

Rice as a wonderful food is attracting attention everywhere because of the high cost of living. Unlike other vegetables the price of rice has remained almost stationary. At present it can be purchased for about 6 cents a pound, and is exceedingly economical to handle.

R. W. Smith, superintendent of the local rice mills, declares that because of newspaper publicity in the last two weeks a great deal of good has been done the rice industry. There is plenty of rice being raised now and the present situation confronting the growers is to educate the people to eat rice in various forms.

The local mills report that about 3,000,000 bags of rice is this season's crop in California. A bag holds 100 pounds. Four years ago just 1400 bags constituted the state's entire crop.

MEMBERSHIP THERMOMETER.

There are now ninety-three members in the Chamber of Commerce. The Western Meat Company has taken ten memberships. J. E. Farrell is the newest member.

ASK U. R. R. TO POST LARGE SIGN AT DEPOT

The United Railroads will be asked by the city fathers to place a large sign at the company's depot at South San Francisco, as well as to place signs on the cars designating South San Francisco as one of the stations. A letter to this effect was written to the railroad by City Clerk Smith.

BALANCES SHOWN IN VARIOUS CITY FUNDS

Following is the report of City Clerk Smith submitted to the board of trustees, which shows the balances in the various funds for the month of February:

General fund, \$2292.43; library, \$958.62; sinking, \$3392.93; storm sewer, \$295.34; city hall, \$1200.87; weed, \$240.20; sewer, \$1598.74; library building, \$21.00.

F. Barrows was paid the sum of \$70 for one month's salary as night watchman.

WHAT BECAME OF ROAD CONTRACT?

City Clerk Smith has been instructed by the municipal fathers to ascertain just what has become of the contract to improve that portion of Mission road leading up to and adjoining this city, also the lighting of the same highway.

The bond of W. Burns for the cleaning of the city was accepted.

MAKE REPORT ON RECREATION PARK

City Trustee Holston, who was appointed by Mayor Kelley on January 5th to look into the matter of a municipal baseball grounds, has submitted a report to the city fathers in which he recommended that the ground adjacent to the new high school be secured for the purpose if possible. Moved by Trustee Cunningham and seconded by Trustee Holston, City Clerk W. J. Smith was instructed to communicate with the South San Francisco Land and Improvement Company asking that two acres adjoining the high school site be donated for the purpose of a city ball park.

ASSESSMENT WORK STARTS.

City Clerk Smith received the real estate transfers Thursday of the past year, ending March 4th, for South San Francisco. There are several hundred transfers.

Smith is now in a position to make assessments for the year 1917-1918.

PRESIDENT DENNISON GIVES FIRE VERSION

Here is President Dennison's explanation of the fire's origin:

"The night watchman, Tomblinson, saw a strange light through one of the cracks in the drying room about 2 o'clock this morning. He found this to be a lighted candle in a keg that was saturated with oil. After putting the candle out he hurried to the foreman's house, where one of my sons, Walter Dennison Jr., was sleeping. With my son and the foreman, King, the watchman toured the plant to see that all was well.

"They had just returned to the foreman's house when the whole side of another building seemed to shoot into flame. This building was at least 200 feet from where the candle had been found.

"These facts, coupled with the fact that no fires had been burning in the plant for two weeks, makes it absolutely certain that the fire was incendiary.

"One of my sons, L. E. Dennison, was threatened two years ago by an employe we had discharged. This man was made to leave town then. Whether he may have had something to do with the fire I do not know. Of course he will have to be looked up."

FAVOR IMPROVEMENTS AT BADEN CROSSING

A petition signed by a number of residents of Baden crossing was presented to the board of trustees Monday night for the improvement of Oak avenue, leading to Mission road. The matter was referred to the street committee.



South San Francisco will join Redwood City in its big Fourth of July celebration. San Mateo county will celebrate at Redwood City this year.

Watchman Finds Lighted Candle and Oil Near Keg

An incendiary fire destroyed the Steiger terra cotta and pottery plant almost completely shortly after 1 o'clock Thursday morning, the loss being estimated at about \$250,000.

Fire Marshal Henry W. Kneese is making a thorough investigation of this startling outrage in an effort to bring the offenders to justice.

At 1:15 in the morning Night Watchman John Tomblinson, while making the rounds, discovered a lighted candle burning near a barrel over which oil had been poured. He immediately extinguished the flames and awakened C. W. King, superintendent, who resides on the grounds.

While Tomblinson was reporting the incident to King, flames broke out in the westerly portion of the plant, which occupies a site of about six acres along the water front in the vicinity of the plants of the Western Meat Company and the Fuller Paint Company.

The fire alarm was then turned in. Calls were sent to San Francisco.

The volunteer fire department members responded promptly, but found upon their arrival that the water mains, which were situated in the building containing the valuable machinery, had become overheated and broken. They did succeed in saving the office building, located a short distance away. That the office building was saved, and the books and records of the company kept intact, is viewed in the light of a miracle. Parts of the machinery fell three stories through the floors of the frame building.

A peculiar feature of the fire was the fact that the tug of the San Francisco fire department, under the direction of Fire Chief Murphy, which could have rendered valuable assistance, became stuck in the Fuller channel, the tide being low and the crew unfamiliar with the surrounding waters. It was not until many hours later in the morning that the tug was able to extricate itself and proceed homeward.

Firemen from the tug, however, succeeded in making a landing and did strenuous service in co-operating with the local boys in tearing down parts of buildings in an effort to check the flames.

The San Bruno chemical engine appeared on the scene, but found that nothing could be done.

W. E. Dennison is president of the Steiger company, and has been a great booster for South San Francisco. He adopted the policy of having his employes reside here.

The plant has been closed for some time, but was about to resume operations on an extensive scale, having just secured many large contracts.

The company has had more or less difficulty with its men, but the matter had never reached a serious stage. It is reported to the officials that the I. W. W. organization is involved in the incendiary work.

The fire is a deep blow, not only to the owners of the plant, but to the eighty employes who are thrown out of work as a result.

Compromise in Merger Fails

Senator M. B. Johnson and Assemblyman Frank L. Ekward of San Mateo county, speaking for the press at Sacramento, declared that there was no chance of the San Mateo people urging their representatives to compromise on the annexation fight so long as San Francisco continued in its stern proposal of having the

legislature pass an enabling act which would facilitate the merger immediately, if the voters so declared, but which would leave the annexed territory bereft of any guarantee that its towns would be protected from San Francisco assuming all powers of autonomy and

(Continued on Page 5.)

\$4500 Comes Here for School

South San Francisco is to receive \$3547.50 from the state and \$283.80 from the county for its grammar school. The high school here will get \$530.26 from the state and \$74.21 from the county.

This is the last apportionment that will be received from the state fund

until after July 1st. The apportionment of the county fund is from redemption of delinquent taxes.

The following apportionment of school money has been made to different school districts of San Mateo

(Continued on Page 5.)

The KITCHEN CUPBOARD

FANCY PASTRY.

CINNAMON ROLLS.—Take a piece of biscuit dough, roll it rather thin, then grease the top with melted butter, sprinkle heavily with sugar and dust lightly with powdered cinnamon. Then roll the dough carefully, pressing it as it is rolled so that it will stick well together. With a biscuit cutter cut into rounds. Lay in a baking pan without touching each other and bake quickly to a deep brown.

Spoon Bread.—A pint cornmeal, two pints boiling water, two tablespoonfuls melted butter. Beat in two eggs, add a cupful sour milk, one-half teaspoonful soda, a teaspoonful salt. Bake in slow oven until a nice brown.

English Muffins.—A quart of flour, one-half teaspoonful of sugar, a teaspoonful of salt, two large teaspoonfuls of baking powder, one and one-quarter pints of milk. Sift together flour, sugar, salt and powder; add milk and mix into smooth batter a trifle stiffer than for griddle cakes. Have griddle heated regularly all over, grease it and lay on muffin rings, half fill them and when risen well up to the top of rings turn over gently with cake turner. They should not be too brown, just a buff color. When all cooked pull each open in half, toast delicately, butter well, serve on folded napkin piled high and hot.

Homemade Rusks.—The rusks are made with ordinary bread dough. Take a piece of dough the size of an egg, shape with hands, place in shallow bake pan that has been greased, let rise to double their size, brush top with melted butter, put in moderate oven, bake thirty to thirty-five minutes. When taken from oven brush top with molasses and milk, using equal quantities.

Fruit Pinwheels.—Try these some time when the boys have a party. Mix together and rub through a sieve a pint of flour (two cupfuls), a tablespoonful sugar, one-half teaspoonful salt, two teaspoonfuls baking powder. Sift these ingredients, then rub in two generous tablespoonfuls of butter. Wet with a scant cupful of milk. Sprinkle board with flour and put dough upon it and roll it to a thickness of one-half an inch and square in form. If not square trim it and roll it a little more. Spread a heaping tablespoonful of butter on this, then spread a cupful of sugar on it, then a cupful of currants. Sprinkle a little cinnamon or nutmeg over this and roll like a jelly roll. Slice and put slices in buttered pan and bake in quick oven twelve minutes.

Anna Thompson.

ROUGH KISSES HEART'S DESIRE OF FAIR COLLEGE GIRL

The following poem, which appeared in the latest issue of The Pelican, the humorous publication of the University of California, has set all Berkeley by the ears wondering if the author is really a girl and if the verses really express the sentiments of the superwomen who compose the co-eds of that great institution. Hark to the lilting lay:

Listen, sweetheart, to my plea,
Cut this highly cultured
All this fine gentility
Grows to be exceeding tame.
What I want is low-brow love,
Heavy knock-down, cave-man stuff.
I'm no cooing turtle dove.
Treat me rough, kid, treat me rough!

Can the soft and weepy sighs,
Chop the meek and humble pose.
I'm no cut-glass raffle prize,
I'm no fragile little rose.
Grab me with a python grip.
If I struggle, call the bluff.
Want my love? Then take the tip:
Treat me rough, kid, treat me rough!

I don't want my cheek caressed
With a nice, respectful peck.
Yank me wildly to your chest—
If I fight you, break my neck.
Please don't be a gentle dub,
Spilling la-de-dah-ish guff.
Woo and win me with a club,
Treat me rough, kid, treat me rough!

Every Saturday at the Linden Hotel, piano and harp lessons given by Mr. A. A. Kishon (nee Vandenbos); terms reasonable. Advt.

From Paris Arrives the Barrel Skirt



Photo by American Press Association.

THE tonneau is a sure sign that silhouettes are shifting. This remarkably chic model is put up in a plaid mohair, dark blue and green checked off with white, the fine accordion plaiting giving the zebra effect. A high straw turban on Persian lines is a fit accessory for so smart a garment.

There is a pronounced vogue for bronze and light brown shades for evening wear, and the effectiveness of

this combination was seen in a gown of the palest brown charmeuse veiled with bronze lace run with metal thread. A scarf of mauve pink silk introduces a charming touch of color contrast.

Chenille ornaments and crocheted worsted flowers and motifs are being used on outing hats and scarf sets, and it is said that these will be used extensively for dress and waist embellishment for spring. ANNA MAY.

Daddy's Bedtime Story—

HOW GERDA MADE A NEW FRIEND



"She shall play with me," said the girl.

[Adapted from Hans Christian Andersen.]

WHEN story time came daddy sat down in his big chair, and the children stood beside him: "It is very beautiful to have the present of a gold chariot and a pair of little horses and lots of outriders. This is what the princess and the prince gave Gerda. So she drove on through the woods, all dark and still, where the chariot lighted up the way and blinded the robbers by its golden glare.

"Gold, gold!" cried the robbers when they saw a little girl riding past. So they darted forward, seized the horses, knocked down all the outriders and dragged little Gerda off the seat.

"She is fat and pretty, and she has been fed on nuts," said the old robber woman, who had a long beard and whose eyebrows hung down over her eyes. "She will taste as good as a fat lamb."

"Oh," screamed the old woman the next minute, for her own little daughter had come up back of her and had bitten her ear, "you bad child!" said the old robber woman, but she had been prevented from hurting little Gerda.

"She shall play with me," said the robber girl. "She shall give me her muff and her pretty dress, and she shall sleep in my bed." Then she bit her mother again and made her dance till all the robber men laughed and shouted.

"I want to get into the gold chariot," said the little robber girl. She always had her own way, because she was spoiled and stubborn. So she and Gerda got into the chariot, and off they drove over stubble and stones, further and further into the big woods.

"The little robber girl was as big as Gerda, but much stronger. She had broader shoulders and darker skin, and her eyes were black as coals, and sad lights lay in them. She put her arm around Gerda's waist and said: 'They shan't hurt you unless I get angry with you. Surely you are a princess.'

"Oh, no!" said Gerda. And then she told the little robber girl all about her adventures and how fond she was of Kay, her missing playmate.

"The little robber girl looked at Gerda a long time, nodded and said: 'They shan't hurt you even if I am angry with you. I will do it myself.'

"Then she dried Gerda's eyes and stuck her own hands into the muff.

"At last the chariot stopped. They were in the courtyard of a robber's castle. The walls were cracked from top to bottom. Ravens and crows flew in and out through every hole. Big bulldogs which looked all ready to eat somebody jumped about as high as they could, but they did not bark, for it was not allowed," finished daddy, with two kisses.

A COUGH IS AN ALARM OF FIRE

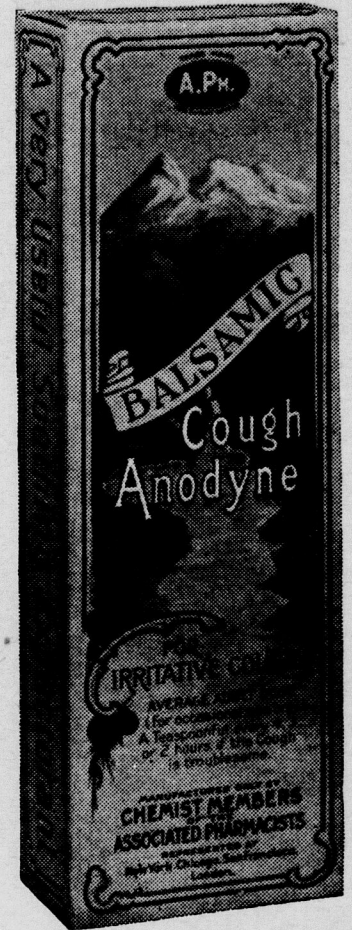
A cough usually comes from the inflammation of some organ. The words "Inflammation" and "Flame" have the same origin, and so, the cough means a "Fire."

The seriousness of the average cough lies in what it may lead to, such as bronchitis, congested lungs, even consumption. A short, hacking cough is often the ONE evidence pointing to the invasion of consumptive germs commonly called by doctors "the pre-tubercular stages."

A. Ph. Balsamic Cough Anodyne helps to PUT OUT THE FIRE when it stops the cough. As a sedative, it soothes and quiets the inflamed and irritated surfaces; as an expectorant it loosens the cough. It acts quickly and safely. It tastes agreeably.

The trouble with the ready-made cough syrups of the "patent medicine" sort is that they may be stale. Stale medicine is no better than stale food.

Druggist Members of the Associated Pharmacists put up A. Ph. Balsamic Cough Anodyne themselves. Their slogan is: Always fresh; Always active; Always uniform. 50 and 25 cents a bottle. A. Ph. Balsamic Cough Anodyne is made, sold and guaranteed by



JENNINGS' PHARMACY

241 Grand Avenue, South San Francisco

PHONE 28 W

FIRE!—FIRE!

It comes without warning and cleans you out in a hurry, leaving you flat unless you are protected by insurance.

If you are not carrying insurance on your property the wisest thing you can do is to come right in and let us write you a policy in one of the most reasonable and prompt paying companies in the world.

We insure anything from a house to a haystack, and a minimum sum will amply protect you from any loss by fire.

Without insurance the savings of a lifetime of toil may be wiped out while you look on in utter helplessness. If insured your digestion will not suffer from the worry of having to begin life all over again.

E. E. CUNNINGHAM & CO.

Real Estate and Fire Insurance

Postoffice Building

South San Francisco

BUY SHOES NOW

AT SCHNEIDER'S

Closing Out Sale

The great war is causing a tremendous shortage in leather and is forcing prices sky high.

Our advice is to buy now while you have such an opportunity to buy shoes at less than cost price.

We strongly advise you not to delay your purchase, not only for yourself but for the whole family.

W. C. SCHNEIDER

227 Grand Ave.

South San Francisco

NOTICE TO CREDITORS.

In the Superior Court of the State of California, in and for the County of San Mateo.

In the Matter of the Estate of Alfred Alexander Parkinson (also known as and called Alfred Alexander Shepard), Deceased.

Notice is hereby given by the undersigned administrator of the estate of Alfred Alexander Parkinson, alias, deceased, to the creditors of and all persons having claims against the said deceased, to file claims against the estate of the said deceased, with the necessary vouchers, within four (4) months after the first publication of this notice, to the said administrator, at the office of Messrs. Ross & Ross, First National Bank Bldg., Redwood City, California, the same being the place for the transaction of the business of said estate in the County of San Mateo, State of California.

Dated this 13th day of February, A. D. 1917.

W. A. BROOKE, Administrator of the Estate of Alfred Alexander Parkinson, alias, Deceased.

Ross & Ross, Attorneys for Administrator.

First publication in The Enterprise, February 17, 1917.

NOTICE TO CREDITORS.

In the Superior Court of the State of California, in and for the County of San Mateo.

In the Matter of the Estate of Mary Ferris, Deceased.

Notice is hereby given by the undersigned, W. A. Brooke, Administrator of the estate of Mary Ferris, deceased, to the creditors of and all persons having claims against the said deceased, to file claims against the estate of the said deceased, with the necessary vouchers, within four (4) months after the first publication of this notice, to the said administrator, at the Law Office of J. W. Coleberd, New Post Office Building, South San Francisco, California, the same being the place for the transaction of the business of said estate in the County of San Mateo, State of California.

Dated this 9th day of February, A. D. 1917.

W. A. BROOKE, Administrator of the Estate of Mary Ferris, Deceased.

First publication in The Enterprise, February 10, 1917.

Curusis Bros.

Dealers in Staple Groceries, Fine Fruit and Vegetables

IMPORTED OLIVE OIL

Fresh Fruit Daily Quick Delivery 243 Grand Ave., South San Francisco

THERE'S CHARACTER AND QUALITY IN THE CALLING CARDS WE PRODUCE AND THE PRICES ARE RIGHT

Leonore Ulrich in "The Intrigue," at Royal Theatre



LEONORE ULRICH
IN "THE INTRIGUE"
PALLAS PICTURES

The European war-cloud has turned the thoughts of many ingenious American minds to clever inventions. So it is along the lines of present-day inventive activities that the Pallas-Paramount photoplay, "The Intrigue," coming to the Royal Theatre, Tuesday, March 13th, tends. A young American has evolved a revolutionary invention, an X-ray gun that kills by wireless waves at twenty-five miles. In a novel range-finder on the gun the distant object is brought into a sharp focus. Then as the spectator watches, unseen electrical forces of great potentiality are converged on the focused object, and in a flash it dissipates into atomic dust. No object can stand against its tremendous destructive powers.

It is a startling phenomenon and a remarkable feature of this film story of international intrigue that stars Leonore Ulrich.

The Story of the Play.

The United States war office has declined to purchase a marvelously powerful wireless X-ray gun, the invention of Guy Longstreet, a young American scientist. Disappointed, he decides to try the European market. Upon arrival at a foreign court he overcomes, with some difficulty, the incredulity of the officials, who consent to a test of the model. Astonished at the result of the trial, the war board commences negotiations with Guy for a sample gun and working plans. Baron Rogniat is entrusted with the mission of accompanying him to America to receive the finished work. Rumors of the invention, however, have reached a rival country. Information is necessary, and since in troubled times a man would be sure to be spied

upon, they prevail upon Countess Sonia, a clever and beautiful noblewoman engaged in Red Cross nursing, to go to America and attempt to frustrate the Baron's plans. Although put on his guard by a traitor, the Countess outwits him by a ruse, and as a member of his very household puts herself in a position to watch the Baron and surprise his secret.

The gun is almost completed, the papers are promised, but the Baron has misgivings. "When we have the gun and the papers even then we will not be safe. The secret will always be in this man's brain!" The obvious sequel suggests itself. Baron Rogniat calls accomplices. Sonia, horror-stricken, hears their conference, and hastens to warn Guy.

The climax is a thrilling scene. The Countess Sonia flings one audacious taunt at the Baron, who, tied hand and foot to his chair, glares in impotent rage at the ruined gun—and makes her escape with the bewildered Longstreet. As for the ending—But it would not be fair to tell about that, but when you see it you will not be disappointed.

NOTEWORTHY COMMENT ON DUMBARTON RAIL SERVICE

A traveler writes the following important statement about the lack of passenger service on the Dumbarton bridge of the Southern Pacific Railroad Company:

"I read an interview regarding 'detouring' trains via the Dumbarton cut-off route into San Francisco with some interest and also a certain amount of surprise. It had always been my impression, and I had supposed it was universally understood, that the late E. H. Harriman caused the Dumbarton bridge to be built and the route opened for this express purpose, in connection with the bay shore cutoff, and at that time there was an extended article in the Chronicle, authorized by the railroad people themselves, showing how it would be as quick or quicker and would be much preferred by passengers as against a train ferry at Benicia and a change to passenger ferry at the pier, besides being much more comfortable and desirable for passengers themselves. It has been my impression that this service was not inaugurated promptly by reason of the death of Mr. Harriman and a subsequent policy of ultra-conservativeness on the part of the railroad management immediately after, and I have never been able to understand why this service has not been afforded the traveling public, thereby giving them the same service in point of time-saving as is given freight, to say nothing of the added convenience and comfort. I travel annually about 15,000 miles, no single trip being less than 900 miles, and I would consider this one convenience as counting for much in curtailing the worry and wear and tear of travel, and would greatly appreciate such improvement of service. It all counts with an experienced traveler."

Furnished room—Front south and light; bath. 329 Railroad ave. Advt.

Subscribe for The Enterprise.

DID you ever stop to think of the wide variety of things a grocery store as reliable as this one has to carry?

There's everything from mustard to matches,

from sugar to soap, from butter to bacon, from ketchup to coffee, and so on ad infinitum. If you live outside of town come in and get acquainted

with us on your next visit here. We are always glad to meet new faces and strive to please them with our goods.



J. CARMODY

Fancy Groceries and General Merchandise

PAINTS AND OILS

315-317 Linden Avenue, South San Francisco

Hartford Fire Insurance
Automobile Insurance
Hartford Accident & Indemnity Co.
Bonding

Dealer in
STUDEBAKER MOTOR CARS
KLEBER TRUCKS

JAMES T. CASEY

REAL ESTATE

Phone Randolph 1230

COLMA, SAN MATEO CO

First Class Printing Done at This Office

HOG RANCHERS HOGGISH REPORTS BEATTIE TO SUPERVISORS

County Health Officer Dr. W. G. Beattie has reported to the board of supervisors that the ordinance limiting the number of hogs allowed to be kept by each family in the restricted district of Colma was being violated on a large scale.

"Many new families are moving into the district," said Beattie, "and a number of the older ones are getting back into the business."

"In quite a few instances I found as many as twenty-five hogs on one place. I was unable to inspect all the places where hogs are kept for the reason that they are surrounded by high board fences and the owners have all the way from three to ten dogs on the premises to keep out visitors."

The health officer gave the board the names of those persons he had found violating the ordinance. District Attorney Swart, who was present, said he wanted the names of all the offenders, so warrants could be issued for their arrest.

"You will have to send the sheriff along with me then," said Dr. Beattie, "to take care of those dogs."

It was thereupon decided, on motion of Supervisor MacBain, seconded by Supervisor Francis, that Sheriff Sheehan accompany the health officer to the north end with a view of procuring evidence against the hog raisers and report at next Monday's meeting of the board.

**NEXT TIME
YOU BAKE ---
USE**

CALIFENE

It will make your friends wonder how you get that nice, rich, savory crust they somehow cannot bake. Be generous. Give them the secret. Tell them about Califene, the new shortening that makes every baking day cheerful. Be sure they remember the name Califene, made in South San Francisco and sold everywhere in California.

ASK YOUR DEALER

Manufactured from the purest vegetable oil and selected beef fat in a modern and sanitary plant under the watchful eyes of U. S. Government Inspectors.

Western Meat Company

THE ENTERPRISE

Published every Saturday. Office 213 Linden Avenue. Phone 126.

Enterprise Publishing Company

Entered at the Postoffice at South San Francisco, Cal., as second-class matter, December 19, 1895.

SUBSCRIPTION RATES

One Year, in advance.....	\$2.00
Six Months ".....	1.00
Three Months ".....	.50

SATURDAY, MARCH 10, 1917.

Incendiarism Must Halt

It takes no Sherlock Holmes to unearth the fact that the \$250,000 Steiger terra cotta plant destroyed by fire early Thursday morning was the work of incendiaries.

What any sane person can hope to accomplish by demolishing property, which furnishes a livelihood to many, is a mystery even to a small school boy.

At best, many men will be idle for months because of the deplorable act of depraved and weakened minds.

Incendiarism must halt. No effort should be spared in ferreting out the guilty, who deserve the severest punishment. Tolerance has ceased to be a virtue.

Advertise to Help Business

Of all the different characters the ad man has to contend with, the fellow who "doesn't have to advertise" is the hardest to handle. And among these fellows who "don't have to advertise" the hardest proposition of all is the man who has made a comparative success without advertising.

To make the situation more difficult, one is forced to admit that the apparently successful non-advertiser is undoubtedly sincere in his views. He has succeeded reasonably well, while others around him, many of them possibly good advertisers, have not done so well, and others have failed entirely.

The writer has one such character in view. He is a middle-aged man doing a fairly good business in a southern town, where he has been located since the early eighties.

For some time he resisted all overtures toward advertising, stating frankly that he was doing well enough and that he doubted if advertising would increase his business.

This was not calculated to cheer the ad man, but the latter commenced to watch the merchant's customers closely. The fact was soon noted that he really did have a fairly good volume of trade, and for a time the ad man was puzzled. But eventually he made a peculiar discovery. After watching his trade nearly all of one day he became "wise" to the fact that three-fourths of the customers were OLD MEN and OLD WOMEN!

This started his thinking apparatus and he watched another store—a live wire advertiser. Here the customers were principally younger people, with a fair sprinkling of the energetic older ones.

There was a nut to crack, and he determined to put it up to his non-advertising merchant. He studied the man's history and found that he had a large number of relatives in the community, and had in time been associated in business in some way with many of the older generation. In short, the merchant simply had a "personal" following—nothing else.

The ad man figured that this personal following must certainly be in the decrease through the death of its members and for other causes, and he took a bold step. He asked the merchant if he had compared his yearly business for the past ten years. The merchant saw the point at once and answered frankly that he had not, but would look it up.

A few weeks later he called the ad man in and told him that he had been over his books for the past ten years, and that he had found that his business really had been dropping off slowly from year to year.

The ad man tried to show him where he should advertise to attract customers to replace those who died or moved away. The merchant admitted the force of the reasoning, but guessed he would be able to hold all of the trade he could handle.

He candidly stated that he saw advertising in a new light, and that were he a younger man he would unquestionably advertise. But he has not advertised a dollar's worth, and no doubt will go to his grave without advertising. He is one of the absolutely hopeless cases, though as fine a man otherwise as you would care to meet.

If the experience of this ad man and his merchant is of any value to my customers, you are each welcome to it. My purpose has been to emphasize the fact that the ad man must impress upon the merchant the necessity for advertising in order to replace the customers who drop off one by one.

A "personal" following will inevitably fall off—die, move away, or drift to other stores occasionally. But the custom attracted by judicious advertising will be constantly replenished through the same means. It never dies.

REACHING THE LIMIT.

The United States has just about reached the limit of endurance. It must assert its international rights or confess itself a craven who is unworthy of any rights.

The "overt act" has occurred, and at this writing there seems no possible means of avoiding war if we would remain a nation of self-respecting people.

But one fact should prevail above all others. If we are forced into war we should go in as a united people, with a grim determination to leave no act undone that will compel respect for our flag and our citizenship.

We abhor war, but even an honorable warfare is preferable to a dishonorable peace.

The time for protesting has passed. The hour for determined and overwhelming action is at hand.

When diplomacy fails the sword must take its place.

The Stars and Stripes forever!

How we long for the sight of a freckle-faced, barefooted boy, with a stone bruise and a genuine case of old-fashioned bellyache. It would assure us that nature after all has not ceased to be kind to her children.

Who can blame the Germans for retaliating on the British for planting mines in the North Sea? We can all remember when "our crowd" thrashed the "Coon Hollow" gang for filling our swimming hole with snags. Nature is the same in all ages and in all lands.

A fellow who has become a multi-millionaire from war profits has founded an institute for the study of the consequences of war. Probably expects to be the whole show himself.

It has been found that by chemical treatment a ton of sawdust will yield a quarter of a ton of sugar. That settles it—up goes sawdust.

A LEAK IN THE BARREL.



—Bronstrup in San Francisco Chronicle.

THE TOWN SLOUCH

By ELLIS M. CLARKE.



Th' Garden's Gettin' So Weedy That Cy Cawkins Is Becomin' Real Anxious About Mis' Cawkins' Rhumatism.

If there's a streak of yellor in a feller's natural hues He's pretty apt to show it when he has a fit of blues.

Th' feller who gets lovesick at first sight sometimes gets cured by a second look.

An exchange wants to know if there is a real demand for two-and-a-half-cent pieces. You bet! We want all we can get.

Willing to fight? We are! We'll accept any commission the government wants to hand us from major-general down to major-general.

It is no longer the "high cost of living." Gosh Almighty only knows what it is.

Do we want a million? Not a bit of it. We want a spud.

The only neutrality that appeals to us is to kick the fellow who kicks us, regardless of who he is. That's neutrality.

Our wife found a bean in the pantry yesterday and now she's saving it for the Sunday dinner. Come over, Bill!

ITALIAN-AMERICAN CITIZENS.

After a series of meetings a number of South San Franciscans organized the Italian-American Citizens' Club Thursday night.

The club is of a social and political nature. John Tacchi was chosen president and Peter Menicucci is secretary. Meetings are to be held on the second and fourth Thursdays of each month.

MOVES "ROUGH RIDER."

Pete Lind has removed the remnants of the old "Rough Riders" days from the lot adjoining his market by special request. Pete says that he has removed the old skeleton of his mule to the rear, so that in case of war he will be prepared to saddle up and join the "Rough Riders."

WM. VEIT HURT IN FIRE.

Wm. Veit, a member of the South San Francisco volunteer fire department, was hurt in the big fire at the Steiger plant. The injuries consisted of several severe cuts, inflicted by falling glass. He was given emergency treatment, and was able to continue in the work of protecting adjoining property from damage by flying sparks.

SOLITARY CONFINEMENT.

Word was received here to-day that Louis Markin, notorious bandit, who held up and seriously wounded a South San Francisco motorman in May, 1915, is in solitary confinement at the Washington state penitentiary in Walla Walla. He escaped from the county jail at Redwood City. He attempted to escape from the northern jail.

ENTERTAIN MISS HOUGHTON.

Miss Minnie Houghton, sister of Mrs. James Ditton, was the guest of honor at a bridge party given Thursday night by Mr. and Mrs. W. J. Martin at their residence. There were three tables and the affair proved most enjoyable.

VINTORENI FINED \$10.

E. Vintoreni, charged with disturbing the peace, was fined \$10 by City Recorder Dowd on March 5th. City Marshal Kneese, who swore to the complaint, testified that the offender had run amuck.

DEMONSTRATES OMARS.

H. J. Atkins of the Tobacco Company of California visited here and gave a demonstration on Omar cigarettes, a popular smoke brand, Thursday.

ANNOUNCEMENT.

Blank Bros. announce the opening of their grocery store for business on Monday, March 12, 1917. Groceries, coal, wood, hay and grain, expressing and draying. Corner Linden and Pine avenues. Phone your orders to 226-W. Quick deliveries. Advt.

ROYAL THEATRE

Program for Week Commencing Sunday, March 11th:

Sunday—Dorothy Green in "The Devil at His Elbow."
Monday—Mrs. Vernon Castle in "Patria," "The Last of the Fighting Chancellors," and selected comedies.
Tuesday—Lenore Ulrich in "The Intrigue" and "Bobby Bumps Starts a Lodge."
Wednesday—Vaudeville and professional tryouts.
Thursday—Owen Moore and Marguerite Courtot in "The Kiss."
Friday—"Purple Mask," "Suspected," "Girl from Frisco," "Mystery of the Brass-Bound Chest."
Saturday—Frank Keenan in "The Thoroughbred," Ora Carew in "Dollars and Sense," two-part Keystone.

SOUTH SAN FRANCISCO

General Hospital

Cor. Grand and Spruce Avenues

Phone 115W South San Francisco, Cal.

SHOES

We invite every citizen to see our new arrivals in shoes for spring and summer wear—for men, women and children. We especially invite YOU to come in and see them. We were fortunate in making our selections in the wholesale markets. You will be fortunate in the purchase of a pair of these shoes.

J. J. DOWD

305 GRAND AVENUE

HOUSECLEANING AND GARDENING

By Day or Hour. Gardens and Lawns Given Regular Care.

GEORGE ELLIOTT. Telephone 1362

HI SCHOOL NOTES TELL OF ANNUAL TO BE PUBLISHED SOON

Charles A. Sands has written the following high school notes:

The students of the local high school, aided by the faculty, have decided this year to publish an annual. This is the first year that an annual is to be published, and the students are eager to make it a large success. In selecting a suitable name for the annual a vote was taken, and from among the many names offered the one that impressed the students most was the "Iris." The iris is a lily which is found in great abundance in and around the outskirts of this city. As the flower will never disappear, so the students hope that the "Iris" will never be forgotten by the coming classes, but will be continued annually. Emma Johnson was elected editor-in-chief of the annual, with associate editors Helen Carmody and Florence Brawn. The editors of the different departments are: Stories, Mildred Robinson; art, Sylvia Doak; dramatics, Loretta McLean; boys' athletics, James Smith; girls' athletics, Mary Kauffmann; jokes, Kenneth McIntyre, and high school activities, Charles Sands. The students look forward to the local merchants to co-operate with them in making the annual a success by advertising in its pages.

A candy sale was discussed and decided upon last Monday at the regular student body meeting. It was decided to hold the candy sale Friday, March 16th, at the local high school building. Visitors are urged to participate in the sale, the proceeds of which will be used to purchase uniforms for the high school baseball team.

The baseball team has ordered uniforms which it will use during the coming season. All its spare time is spent in practicing so that it may victoriously contend with its rival high school teams. The schedule of baseball games is as follows: March 24th, locals vs. San Mateo, on local field; March 31st, locals vs. Redwood, at Redwood City; April 7th, locals vs. San Jose, at San Jose; April 14th, locals vs. Campbell, at Campbell; April 21st, locals vs. Palo Alto, on local field; April 28th, locals vs. Los Gatos, on local field.

Juniors vs. Sophomores.

A debate will be held Friday by the juniors and sophomores. The subject of the debate is, "Resolved, That Trusts Tending to Monopolize Industries Should Be Abolished." The affirmative side has been chosen by the juniors and the negative side by the sophomores. The speakers on the affirmative are Loretta McLean, Claire Forster and Thomas Becker. The speakers on the negative are Joshua Maule, Angelo Scampini and Charles Sands. The judges are Mrs. A. McSweeney, James Dinning and R. W. Burge. The chairman is Florence Brawn. The value of these debates lies not only in the fact that it trains the student to be quick to notice the mistakes of his opponent in the arguments he may put up, but also in the fact that it aids the student to state his views and opinions in a free manner before any assembly of people. Many books on the subject have been received through the local librarian from the State Library at Sacramento.

GRAND LARCENY CHARGE.

City Recorder John Dowd has issued a warrant for the arrest of Tony Niadda, an Italian laborer, on the charge of grand larceny in connection with the alleged theft of \$45 in coin from the room of Varoni Antoni, an Italian. Both are residents of this city. A gold ring worth \$15 and a revolver valued at \$8 were also taken. The defendant is out on \$100 cash bail.

BUYS ELECTRICAL SHOP.

H. E. Coyle reports the sale of his electrical shop to M. E. Ryan, a well-known electrician of this county.

Coyle's duties as a wireless operator prevented him from giving the attention required by the rapidly growing electrical business, and this is the reason for the sale.

Ryan comes here highly recommended and is in a position to meet the requirements of this community, being an expert in his line.

American Press Pictorial Review of Week



News Snapshots Of the Week

Even as President Wilson was asking congress to sanction "armed neutrality" the country became apprised of the fact that an "overt act" had been committed by Germany in the sinking of the steamship Laconia at night without warning, whereby two American women and others were killed. Congress was urged to hurry preparations to protect our shipping by providing guns for merchantmen. In a war atmosphere, President Wilson was inaugurated while remarkable patriotic enthusiasm was felt throughout the ceremonies. In New York bellboys of the leading hotels prepared themselves for war under an army officer while the tugboats in the harbor were fitted out with fire hose to be ready to fight flames started by aerial or other bombardment. In France the Germans, led by Prince Rupprecht, evacuated more ground than at any time since the battle of the Marne. Serious food riots occurred in New York city.

\$4500 For Schools No Merger Plans

(Continued from Page 1.)

county by Superintendent of Schools Roy W. Cloud:

Grammar School.		
	State Fund	County Fund
Bell	\$ 105.00	\$ 8.40
Belmont	375.00	30.00
Burlingame	3225.00	258.00
Greensburg	360.00	28.80
Halfmoon Bay	997.50	79.80
Higgins	90.00	7.20
Hillsborough	232.50	18.60
Jefferson	6840.00	547.20
La Honda	97.50	7.80
Las Lomitas	337.50	27.00
Menlo Park	525.00	42.00
Millbrae	840.00	67.20
Miramar	135.00	10.80
Montara	495.00	39.60
Pescadero	615.00	49.20
Pigeon Point	165.00	13.20
Pilarcitos	90.00	7.20
Pomponio	127.50	10.20
Portola	307.50	24.60
Purissima	90.00	7.20
Ravenswood	75.00	6.00
Redwood City	3765.00	301.20
San Bruno Park	177.50	14.22
San Gregorio	52.50	4.20
San Mateo	6187.50	495.00
San Pedro	127.50	10.20
Seaside	270.00	21.60
South San Francisco	3547.50	283.80
Sunnyside	90.00	7.20
Tobin	37.50	3.00
Tunis	157.50	12.60
Visitation	157.50	12.60
Weir	120.00	9.60
High School.		
Halfmoon Bay	\$ 522.00	\$ 269.21
San Mateo (day)	1376.91	900.12
San Mateo (night)	546.78	42.00
Sequoia	823.49	285.00
South San Francisco	530.26	74.21

TALKS OF HIGH SCHOOL.

At a meeting last week of the Jefferson high school, Daly City, Town Trustee T. F. O'Rourke, who has had considerable experience in the building contracting line, called attention to the fact that South San Francisco is building a \$50,000 fireproof school building, and volunteered his services to the board with respect to advice which may be of benefit.

TROUT SEASON TO OPEN.

Game Warden Jack Burke announces that the trout season will not open until May 1st. A bill has been introduced in the legislature to open the season on April 1st, but even though this law is enacted it will become effective too late to apply this year. Burke says that the fish and game commission will prosecute all persons found fishing before May 1st.

CONRAD SEEKS RE-ELECTION.

C. C. Conrad, school trustee, announces his candidacy for re-election. He has served one term, and has gained a host of friends by his official work. He has also acted as clerk of the school board for the last year. The election will be held next month.

(Continued from Page 1.)

eliminating the borough governments.

At the public hearing in Sacramento March 14th, Johnson and Eksward plan to give a detailed outline of their attitude and the reasons therefor.

Senator Johnson's statement to the press was in part as follows:

"We feel," said Senator Johnson, "that there is not any existing law by which we can protect the small cities from losing all of their rights of self-government under the provisions of the San Francisco enabling act. We have carefully threshed out the matter since the consolidation scheme was taken up.

"Protection of the boroughs is essential unless we should be willing to stand for the control by the larger voting units of the annexed city and county on the purely local affairs of the lesser cities.

"In the spirit that this should have the first consideration in any program of annexation we, as representatives of the affected territory, have declared for the constitutional amendment here referred to. Not in any spirit of opposition to the intrinsic merits of consolidation do we take this position.

"We have noticed the activity of English, of the city attorney's office; of Supervisor Edward I. Wolfe, of City Attorney Long and of Supervisor Power, all of San Francisco. They will, with others who doubtless will have a share on the contest before the legislature in this matter, compose a rather formidable battery. But in the face of this I shall be glad to go before the committee and lay down my cards in this controversy.

"Assemblyman Eksward and myself have given a great deal of time and attention to the entire subject matter. It is of prime importance, to our notion, that the borough system shall not be applied to this consolidation plan until after the boroughs have been given that protection which will check the large cities from swallowing them up by preponderance of voting population.

"Let the proponents of immediate consolidation stop talking it until they shall have provided a way by which we can insure to our localities that safeguarding of local autonomy which they feel should not be jeopardized by any annexation project."

No, we're not howling for war and we're not bellowing against it, for we don't want to be a darned fool either way. But if it comes there is only one flag for us.

Miss M. Hunt of Berkeley, teacher on the piano, has opened a class at the home of Mrs. A. A. Whitten, 314 Miller avenue. Lessons given every Saturday. Advt.

For Sale—Cook stove for wood or coal, \$5. See Young, opposite pumping station. Advt.

Watch Local Booster Body Grow IS YOUR NAME ON This Roll of Honor?

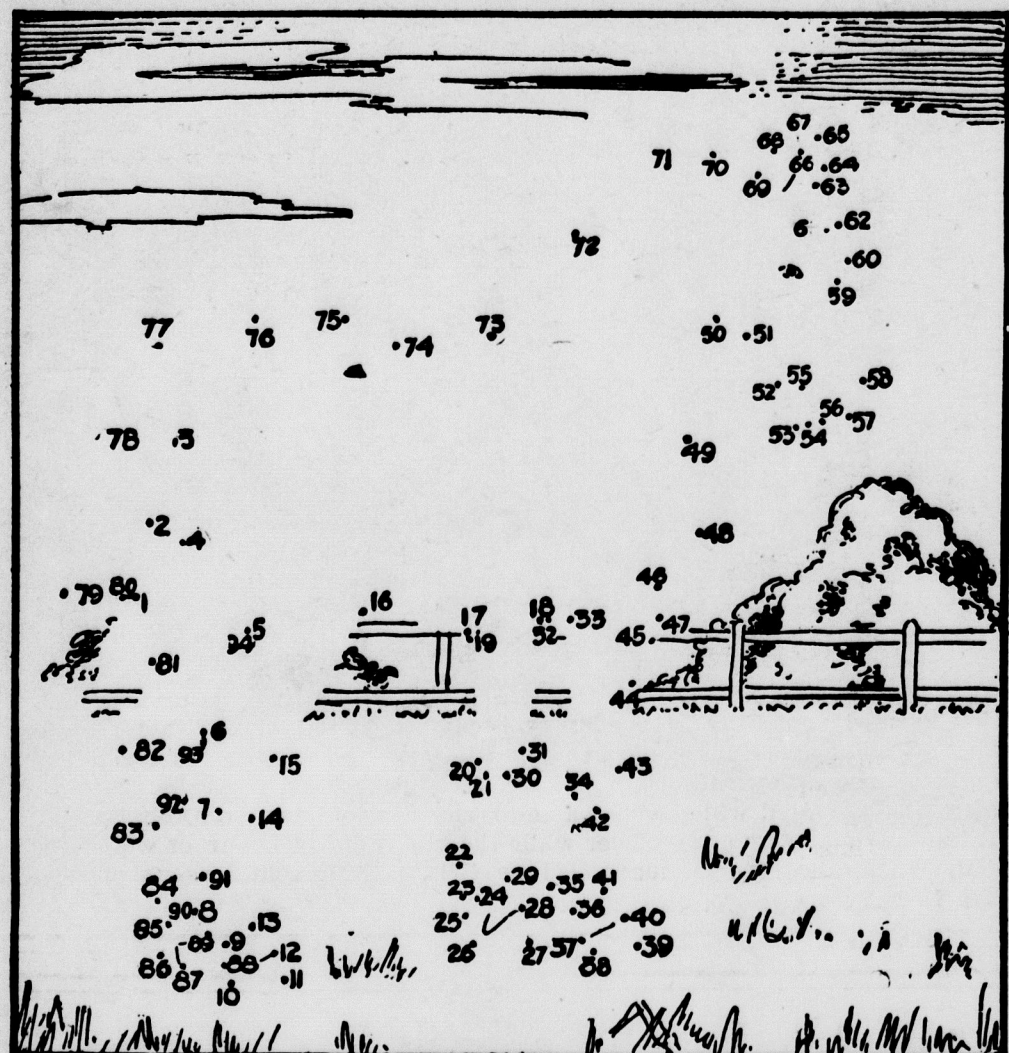
Boiling	100	J. E. Farrell
	99	Western Meat Company
	98	Western Meat Company
	97	Western Meat Company
	96	Western Meat Company
	95	Western Meat Company
	94	Western Meat Company
	93	Western Meat Company
	92	Western Meat Company
	91	Western Meat Company
	90	Western Meat Company
	89	Western Meat Company
	88	Western Meat Company
	87	Western Meat Company
	86	Western Meat Company
	85	Western Meat Company
	84	Western Meat Company
	83	Western Meat Company
	82	Western Meat Company
	81	H. Martens (Enterprise Foundry)
	80	N. A. Becker
	79	A. G. Bissett
	78	T. L. Hickey
	77	George A. Britton
	76	Daniel Garle
	75	Nieri Bros.
	74	Chas. N. Steurmann
	73	N. Liameuhinni
	72	Roll & McGrath
	71	N. Grannuchini
	70	Henry Minuciani
	69	Vincenzini Bros.
	68	S. Gianella
	67	O. E. Calzia
	66	Ghiardi & Angiolini
	65	J. Ingram
	64	G. Beltrami
	63	J. J. Jennings
	62	Bonalanza Bros.
	61	J. O. Snyder
	60	J. H. Kelley
	59	E. I. Woodman
	58	Hugh F. McNellis
	57	M. F. Healy
	56	Valente & Galli Co.
	55	Giorgi, Raffaelli & Co.
	54	S. Bertucelli
	53	C. Guidi
	52	H. Scampini
	51	Bortoli & Santini
	50	R. E. Setter
Half-way Station	49	H. Gaerdes
	48	R. McColgan
	47	A. McSweeney
	46	A. J. Eschebach
	45	South City Lumber and Supply Co.
	44	R. C. Stickle
	43	E. I. Cunningham
	42	George A. Kneese
	41	Bank of South San Francisco
	40	John F. Mager
	39	Haaker & Ratto
	38	C. T. Connelly
	37	Frank Giffra
	36	Daniel McSweeney
	35	F. C. Doak
	34	W. C. Schneider
	33	H. McGaffrey
	32	H. A. Cavassa
	31	M. J. Hawes
	30	James Carmody
	29	J. J. McLaughlin
	28	Otto Berlinger
	27	J. G. Walker
	26	D. N. Stearns
	25	S. J. Wallace
Interest	24	J. C. McGovern
	23	H. Speros
	22	E. P. Kauffmann
	21	W. J. Smith
	20	E. N. Brown
	19	W. H. Dinning
	18	Gus Carusis
	17	W. T. Miller
	16	B. H. Truax
	15	W. H. Emerick
	14	R. W. Burge
	13	F. S. Dolley
	12	M. A. Green
	11	W. J. Martin
	10	James P. Moran
	9	W. L. Hickey
	8	Leslie C. Kelley
	7	E. Pala
	6	F. A. Cunningham
	5	Hynding Estate Co.
	4	A. Hynding
	3	J. W. Coleberd
	2	E. C. Peck
The Start	1	J. J. Dowd
		A. P. Scott

100
MEMBERS
NEEDED

THE
MEMBERSHIP
THERMOMETER
CHAMBER
OF
COMMERCE

100
MEMBERS
NEEDED

Fill In Picture Puzzle No. 3



THE camel, the last picture you drew, children, is the pack horse of the desert. As you noticed when drawing the camel, it is of a queer shape. In traveling over the desert, where water is very scarce, the camel has been known to go days without a drink. Where does it get water? you will ask. It carries it in a little pouch or reservoir. Get busy again, children. Start your pencil at No. 1, push it along to 2, 3, 4, 5, etc., and see what you will get.

DR. DECKER WRITES
TO THE ENTERPRISE

Dr. Charles W. Decker has written a letter to The Enterprise.

Excerpts from the missive follow:

"It is not my intention to reside at South San Francisco. I am now and have been a resident of Palo Alto twenty-four years, and have no desire to go anywhere else for the present. 'Tis true I purchased the property at that location for the purpose of building a home and business office for my son, Dr. C. M. Decker Jr., who to-day rented a house and will move into it between now and the 15th inst. with his family. As to South San Francisco and its prospects in the future, I regard property there the best buy in the state for future investment results. I own property in six counties of the state and so can speak freely according to my opinion. Kindly correct the error you unintentionally made and state the truth. I have been rung up on the phone constantly ever since. My town paper reporter called and asked what it all meant, etc., etc. My town people would create a war if I left Palo Alto after all these years. I have been commuting now over thirty years. I lived formerly at San Mateo seven years and twenty-four years at Palo Alto, making thirty-one years a resident of the Peninsula. I inclose one dollar check for six months' subscription to your valuable paper, commencing March 1, 1917. Send me back numbers to the above address, Phelan building, so that I may keep in close touch with your community. My son is a graduate of the College of Physicians and Surgeons of the class of 1911. He is an all-around dentist, can do nearly everything appertaining to his profession. He is now residing in the Sunset district, San Francisco, and has two beautiful children. Partially for their sake a home in the country is advisable from a health point of view. I expect to build upon the lot during this year. What improvements I will make depends upon the outlook for that vicinity.

Thanking you in advance, sincerely,
DR. C. W. DECKER.
For thirty-five years located in the Phelan building, San Francisco (forty-nine years a dentist).

For Rent—Six-room up-to-date bungalow; garden all planted; rent \$15. Inquire of Mr. Engel, Huntington Park, San Bruno. Advt.

Found—A bunch of keys, at the corner of Grand and Linden avenues. Owner describe property and pay for this ad. Advt.

ST. PATRICK'S DAY
AT SAN BRUNO

As usual, San Bruno is going to celebrate the feast of the patron saint of Ireland with appropriate ceremonies.

This year the energetic committee in charge has set itself the ambitious task of exceeding in merit all past records. That it will attain this super-excellent result goes without saying, since its efforts are inspired and directed by Rev. Father Heverin, whose thorough and artistic temperament is so well known.

Among the various and varied numbers mapped out are songs, redolent of Ireland's glories, which will be rendered by the budding talent of the parish; humorous sketches by well-known specialists, and Irish jigs and reels by the best performers from the metropolis. A unique and most attractive closing number will be a three-reel moving picture of scenes and incidents fresh from the "old land," the land of the Emerald Isle.

The entertainment will start at 8:15 p. m. sharp, so as to give the younger folks at least two hours' of dancing to the accompaniment of the best orchestra to be gotten.

St. Patrick's Day, March 17th, falls this year on Saturday. The time, 8:15 p. m. The place, Green's Hall, San Bruno. Admission 25 cents.

SUPERVISOR HICKEY
NOW TRAFFIC "COP"

Supervisor Thomas L. Hickey is now a traffic cop of less than one week's duration.

The supervisors of San Mateo county will hereafter wear deputy sheriff's badges and will have full authority to arrest all violators of the traffic ordinance. This authority was granted them by Sheriff Michael Sheehan at the meeting of the board Monday, upon the suggestion and request of Supervisor John MacBain of the third district.

MacBain reported that in going over the roads of his district, he frequently met automobilists breaking the speed laws of the county.

"Unless the proper authority can be shown the 'speed burners' only laugh at you," stated MacBain. "Only yesterday I was passed by an automobile on the La Honda road that was going so fast I was unable to read the license number of the car."

Nieri Bros. have opened a second-hand household furniture store at 112 Grand avenue. Goods bought, sold or exchanged. Advt.

HICKEY'S
PITCHING
PUZZLESPROFESSIONALS HELD
DOWN BY SOUTHPAW

Fans Seven Players, but Walks Not a Man in Twelve-Inning Game.

Southpaw Thomas L. Hickey Jr. was the brilliant young star in a twelve-inning baseball game played at Marysville last Sunday between the professional San Francisco team and the nine from Santa Clara College, which institution the local lad attends. Poor umpiring cost the college the game by a score of 3 to 2.

Here is what Harry B. Smith, famous sporting writer and brother of Dr. Smith of San Bruno, has to say about the game:

"As such matters usually go, the vanquished protested less over the one decision that meant so much to them than they did over such inconsequential matters as balls and strikes. Pitcher Tom Hickey was the chief offender at that angle of the game and the chances are he worked himself into such a frame of mind that it was less difficult to rap his offerings.

"San Francisco could claim but little glory for the showing the Seal athletes made and the honors are mostly for Hickey, who worked the steadiest game in many a day, pitching masterful ball and had the professionals swinging wildly in the air on more than one occasion.

"For seven long innings the Seals had to rest content with a lonesome single Phil Koerner punched through second to right. They garnered another in the eighth when they tied the score and went all the way to the eleventh frame with no more than the two bingles mentioned. In addition to that much of his performance Hickey fanned seven and walked not a man."

For Rent—San Bruno Property—Seven-room cottage, \$18, with high basement; 5-room cottage, with lot 75x100 ft., \$15; 4-room cottage, \$13.50; 5-room flat, \$20; 3-room cottage, \$6; 4-room cottage, furnished, \$15; 2-room cottage, \$5; also store for rent. L. M. Pfluger, San Bruno, or Tel. 129. Advt.

Join the
"Home Sweet Home"
Chorus

There's magic in the word HOME.

There should be magic in the words HOME TRADE.

The home merchants are part of this town.

THEIR prosperity means YOUR prosperity.

Trade with the home merchants.

IT PAYS

Ford

THE UNIVERSAL CAR

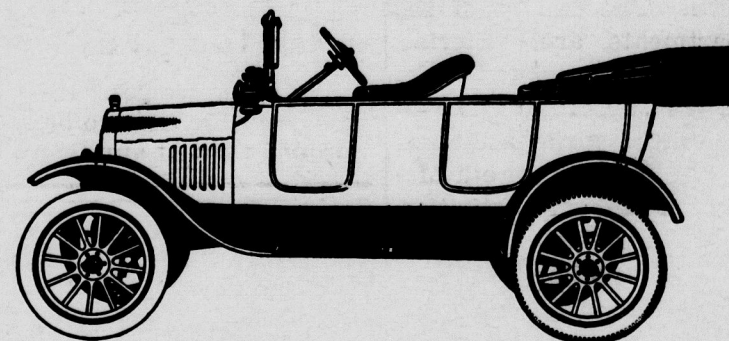
Every factor of a good investment is met in the Ford car for business utility—low first cost, small upkeep, minimum depreciation. With these merits is all the motor car performance you can buy at any price. In city or country Ford service is close at hand—the service that keeps more than 1,750,000 Ford cars in daily use. Touring Car \$360, Runabout \$345, Coupelet \$505, Town Car \$595, Sedan \$645—all f. o. b. Detroit. Remember, Ford owners drive their car all the year around.

SOUTH CITY GARAGE

EMERICK & WATSON, Props.

Cor. Linden and Commercial Aves., So. San Francisco

Authorized Agents



Rx



For coughs and colds use our remedies. They insure quick relief.

Beware of That Cold!

A stitch in time saves nine. A remedy taken for your cold saves serious trouble—bronchitis, pneumonia, tubercular complaints. A cold is so easy to catch at this time of the year, and it generally lasts unless you shake it right off. Our remedies for coughs and colds are recommended for your consideration and for your use.

PENINSULA DRUG CO.

Drugs and Stationery

South San Francisco

PROFESSIONAL CARDS.

J. W. COLEBERD

ATTORNEY AT LAW

South San Francisco, San Mateo County, Cal.

DR. J. C. McGOVERN

DENTIST

Office: Galli Building

South San Francisco, San Mateo Co., Cal.

If You Want
GOOD MEAT

Ask your butcher for meat from

THE GREAT ABATTOIR

AT SOUTH SAN FRANCISCO

San Mateo County - - - Cal

Linden Hotel

208 Linden Avenue

Now under the management of

Chas. Fenger and Adolph Wolgeven

SOUTH SAN FRANCISCO

UNDERTAKING CO.

530 Grand Avenue

Neil Doyle and Wellar A. Stead

(Deputy Coroner)

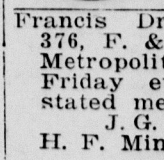
LOCAL UNDERTAKERS

Phone South San Francisco 219

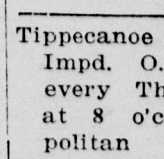
FRATERNAL DIRECTORY



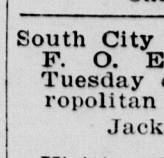
Bay City Homestead, No. 5527, B. A. Y., meets every Wednesday in Metropolitan Hall at 8 p. m. O. E. Bohn, Worthy Foreman. D. W. Wagner, Correspondent.



Francis Drake Lodge, No. 376, F. & A. M., meets at Metropolitan Hall first Friday every month for stated meeting. J. G. Walker, Master. H. F. Mingleford, Secretary.



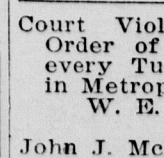
Tippecanoe Tribe, No. 111, Impd. O. R. M., meets every Thursday evening at 8 o'clock in Metropolitan Hall. Visiting brothers welcome. H. Hyland, Sachem. Daniel Hyland, Chief of Records.



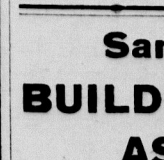
South City Aerle, No. 1473, F. O. E., meets every Tuesday evening in Metropolitan Hall, 8 o'clock. Jack Lodge, Worthy President. D. Hyland, Secretary. Visiting brothers welcome.



South City Lodge, No. 832, L. O. O. M., meets in Metropolitan Hall every Thursday evening at 8 o'clock. Visiting brothers welcome. M. R. Craig, Dictator. Henry Veit, Secretary.



Court Violet, No. 1453, Independent Order of Foresters, meets every Tuesday at 8 p. m. in Metropolitan Hall. W. E. McGrath, Chief Ranger. John J. McDonald, Secretary.



San Mateo County BUILDING AND LOAN ASSOCIATION

Assets - - \$381,696.80

Loans made on the Monthly Definite Contract Plans, paying in from 5 to 12 years as may be desired, with privilege of partial or total repayment before maturity. No premiums or money-savvy expense. H. W. SCHABERG, Secretary. Redwood City, Cal.

OUTVOTE HICKEY IN MILLBRAE LICENSE

This is what he has to say on the subject:

The range of hills, known as the San Bruno mountains which borders the city of San Francisco on the south, is quite sandy in character and porous and the ground under foot will invariably be comparatively dry for tramping within a few hours after the heaviest of rains has ceased. There is perhaps no other trip in the immediate vicinity of the city which will be so richly rewarded in views and scenic beauty as the short walk from the street car lines to the top of the mountain.

The word "short," as applied to the walk, is used advisedly, as it is but a few minutes from the Mission street car line onto the range and down to the Visitation valley line that returns to the city by either the way of Eleventh or Third street. The top of the mountain reaches an elevation of 1315 feet above the sea and calls for a climb of 900 feet from the car line. The shortest way up to the top is to leave the Mission street car at Crocker boulevard, which crosses the Crocker tract close to the southern boundary of the city. This boulevard, which is a boulevard in name only, leads up to a winding road that threads the first plateau 300 feet above the city's streets. To the left is a small canyon of unknown identity which wanders like a lost vision from Scotland through the shrub-clothed hills and terminates in the small plateau where the Italian gardeners have planted their purple cabbages in with the orange and gold bloom of the wildflowers. If you follow the ridge the trail will lead you to the small plantation of eucalyptus trees that beckon you on to the heights beyond.

From the top of San Bruno mountain there stretches a most wonderful panorama. The eastern shores seem, on a clear day, to be so close as to enable one to drop a stone upon them.

Below is the tiny little Guadalupe valley, which is ringed about by this small range of mountains, and a more charming and picturesque haven would be difficult to find on the Peninsula. The trail drops down the southern slope of the mountain (where there is a trail) and if the proper one is chosen leads to the upper end of the valley, where groups of eucalyptus have been planted in the days of the Spanish dominion in a manner which makes the picture perfect. From the head of the valley to the bay shore boulevard is but a walk of a couple of miles. The stream that threads the little valley is bordered on both sides by great masses of wild iris, and to one whose eye is attune to the exquisite shades and colors of this most graceful wild flower the walk passes all too quickly.

And then there is a dairy at the head of the valley where fresh, sweet milk or rich buttermilk can be had at a price that defies soaring costs of living. Some way or other the milk at this dairy is always most palatable after the trip over the mountain. In fact, it is not infrequently the case that epicures of most exacting taste

Breaking the old precedent of carrying out the recommendation of each supervisor regarding the issuance of liquor licenses in his own district, the new combination on the San Mateo county board of supervisors—MacBain, Francis and Thompson—has voted a permit to Henry Partington of San Francisco to open a saloon at the old Bungalow corner in Millbrae. The action was taken in the face of a big petition from the residents of Millbrae protesting against the issuance of the license and a vigorous plea by Supervisor Thomas L. Hickey to carry out the wishes of the people of that community and deny the application. Supervisor Brown of San Mateo voted with Hickey against the license.

The Bank of Italy, offering a premium of \$1068, was awarded the sale of the \$18,000 Belmont school bonds by the supervisors Monday morning.

Bidding for the bonds was exceptionally lively, twelve different firms submitting offers, which varied from \$572, that of the Lumberman's Trust Company of San Francisco, to the highest bid, \$1068.

find no difficulty in overcoming their repugnance for the odors of the dairy when the milk is handed them after the climb over the mountain.

Perhaps the greatest merit in little trips afoot in the untrodden parts of the city is the fact that they eventually and invariably result in a more profound and deeper love of the community. Certainly to love a city one must know it. Know it as the Belgian knows his Belgium. If you would know your San Francisco go, therefore, through the less known districts afoot that you may enjoy that intimacy with them which bears deep love as the fruit of association.

For Sale—One double bed, pair of portieres and tapestry couch cover. Apply 804 Miller avenue. Advt.

RAILROAD TIME TABLE
January 10, 1917.
BAY SHORE CUTOFF

Northbound Trains Leave.	Southbound Trains Leave.
*8:03 a. m.	2:48 a. m.
*7:01 a. m.	6:47 a. m.
7:14 a. m.	*7:17 a. m.
*7:42 a. m.	8:28 a. m.
*8:05 a. m.	10:58 a. m.
*8:43 a. m.	11:57 a. m.
9:23 a. m.	1:36 p. m.
9:53 a. m.	3:17 p. m.
11:28 a. m.	4:36 p. m.
1:42 p. m.	*5:24 p. m.
3:42 p. m.	5:57 p. m.
5:14 p. m.	*6:25 p. m.
5:32 p. m.	6:47 p. m.
7:04 p. m.	8:27 p. m.
7:28 p. m.	10:16 p. m.
*8:23 p. m.	*12:02 p. m.
11:39 p. m.	

* Except Sunday.
† Except Saturday and Sunday.
‡ Saturday and Sunday.
§ Theatre Train.

TRUSTEES—J. H. Kelley (President),
F. A. Cunningham, M. F. Healy, G. W.
Holston, Geo. H. Wallace
Clerk and Deputy Tax Collector.....
.....W. J. Smith
Treasurer.....E. P. Kauffman
Attorney.....J. W. Colebrand
Engineer and Supt. of Streets.....
.....George A. Kneese
Recorder.....H. J. Dowd
Marshal.....J. C. Kneese
Night Watchman.....W. P. Acheson
Health Officer.....Dr. J. C. McGovern
SCHOOL TRUSTEES—C. C. Conrad, E.
N. Brown, J. J. Dowd.

Judge Superior Court.....	G. H. Buck
Treasurer.....	P. P. Chamberlain
Tax Collector.....	A. McSweeney
District Attorney.....	Franklin Swart
County Clerk.....	Jos. H. Nash
Assessor.....	D. P. Flynn
Recorder.....	W. H. Barg
Sheriff.....	M. Sheehan
Auditor.....	J. J. Connelley
Superintendent of Schools.....	Roy Cloud
Coroner.....	Dr. W. A. Brooke
Surveyor.....	James V. Neuman
Health Officer.....	W. G. Beattie, M. D.

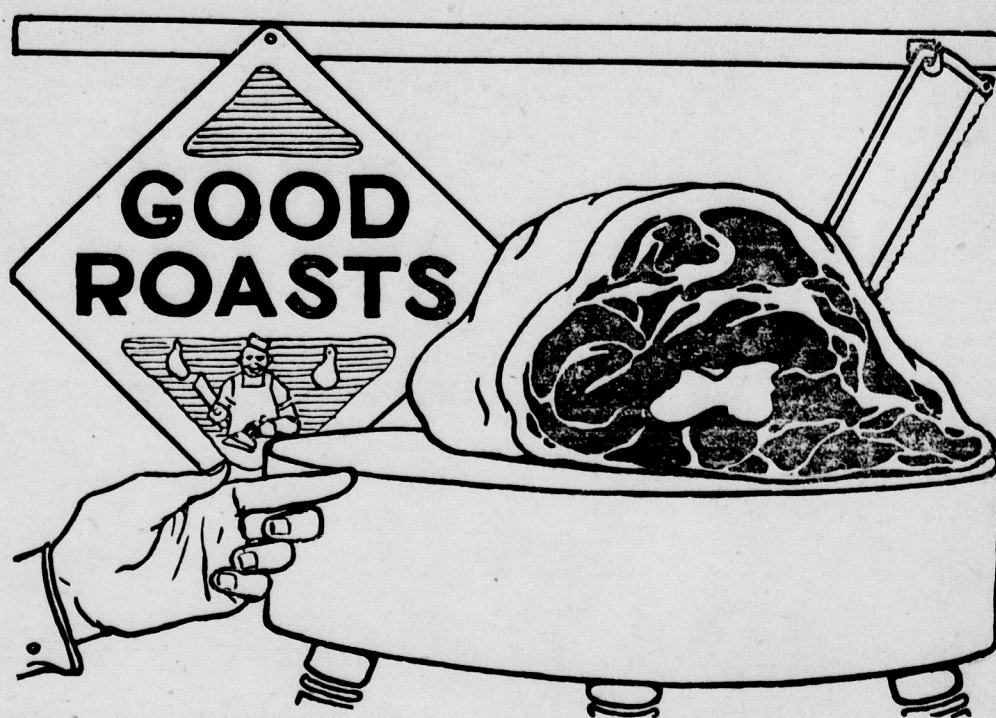
Supervisor.....Thomas L. Hickey
Justices of the Peace...E. C. Johnson
.....John F. Davis
Constables.....James C. Wallace
.....S. A. Landini

Postoffice open from 7 a. m. to 6 p. m.
Sundays, 8 a. m. to 9 a. m. Money order
office open from 7 a. m. to 6 p. m.

Mails leave Postoffice twenty minutes before trains.

ARRIVALS AND DEPARTURES OF MAIL.

MAIL.		
Mail arrives—		
From the north at.....	6:47 a. m.	
" " " " " " " " " " " "	11:58 a. m.	
" " south " " " " " " " "	12:13 p. m.	
" " north " " " " " " " "	2:47 p. m.	
" " south " " " " " " " "	4:47 p. m.	
" " north " " " " " " " "	4:26 p. m.	
Mail leaves—		
For the south at.....	6:47 a. m.	
" " north " " " " " " " "	8:04 a. m.	
" " south " " " " " " " "	11:58 a. m.	
" " north " " " " " " " "	12:13 p. m.	
" " south " " " " " " " "	2:18 p. m.	
" " north " " " " " " " "	3:41 p. m.	
" " south " " " " " " " "	4:47 p. m.	
" " north " " " " " " " "	7:03 p. m.	
D. McSWENEY, P. M.		



YOU simply cannot beat the fine, juicy *roasts* that we sell. They are the *acme* of *meat perfection*. We have been years in the meat business, and we know how to pick the *right* kind of *meat*.

Shop Open 7 a. m. to 6:30 p. m. (closed on Sunday)
First delivery goes east, 7 a. m.; second delivery goes west, 9 a. m.; third delivery goes north, 1 p. m. Free delivery once a day if order is in time as designated.

Costs from \$10 to \$50.

YOUR OLD SUIT

Can be cleaned, pressed and repaired, and made to look almost as good as new, and it will only cost you the small sum of \$1.00 to \$1.50.

Whether you are man or woman, it pays to keep in touch with this show.

WE SELL THE MAY MANTON PATTERNS, 15c

313-315 Grand Ave., South San Francisco

Tel. 163-W

Subscribe for The Enterprise, \$2 a Year

Mr. Renter: How Much Can You Pay Down? How Much Can You Pay a Month?

Do you know that the money you are NOW GIVING AWAY each month will pay for a Home?

A number of Houses are to be built at once. Now is your opportunity to secure a home on terms like rent.

Lots in South San Francisco will never be cheaper.

To own a home establishes a credit and makes you an asset to the community.

Nine out of ten employers of men ask: Do you own a Home? Something to think about.

INQUIRE AT THE OFFICE OF THE

E. C. PECK COMPANY

222 Linden Avenue, Opposite Postoffice

Or of the

South San Francisco Land and Improvement Co.

W. J. MARTIN, General Manager

MUSICIANS SERENADE MERCHANTS

Members of the union band were greeted with great enthusiasm last Sunday when they appeared en masse to serenade the various merchants.

The band members appreciate the financial support which they are getting from South San Francisco residents, and they took this interesting method of showing their appreciation.

Dr. McGovern deserves a special vote of thanks for the work he has been doing in raising funds for the maintenance of the band. His efforts have stirred the musicians, who put plenty of "pep" in the music.

That the good work should continue is the general opinion of all.

INDUSTRIAL REVIEW.

March 5th, Diamond and Caldor Railway in El Dorado county will expend \$90,000.

California lumbermen cut 250,000,000 feet more in 1916 than 1915.

Southern Pacific Company expending \$200,000 on terminals at Indio.

Porterville has made contracts for \$35,000 worth of sidewalks.

San Francisco civic center state building contract let for \$1,000,000.

A state law for mediation of labor strikes and prohibiting primary and secondary boycotts would be a boon to all industries.

Marysville—Contract let by Yuba Mining Company for \$600,000 dredge.

Tulare cannery seeking to contract 500 acres tomatoes for 1917.

Congress sundry civil service bill

PASS MANY CLAIMS AT TRUSTEE SESSION

At the meeting of the board of trustees of this city Monday night, the following claims were ordered paid:

James Carmody, supplies for city	\$ 9.05
W. Burns, draying	22.00
South San Francisco garage, care of fire truck for months of January and February....	57.40
W. Burns, sweeping streets contract	119.00
Frank Giffra, coal.....	8.25
Pacific Phone Co., February calls95
M. Foley, trimming trees.....	15.00
W. H. Morgan, deputy marshal	9.00
S. J. Wallace, assignment of J. C. McGovern claim	9.00
Phone	2.50
H. W. Kneese, city marshal's fees	12.25
S. J. Wallace, claim of Chas. Woodman	9.00
Ray Ferrell, deputy marshal...	9.00
John Bernardo, trimming trees	9.00
W. M. Fry, library grounds labor	23.75
Pacific Gas and Electric Co....	258.45
W. J. Martin, hall rent.....	25.00
George A. Kneese, compiling city block book	425.00
Pacific Gas and Electric.....	2.60
Water for jail and fountain....	2.00

carries \$381,000 for national parks, postoffice buildings and reclamation projects for 1917.

Auburn commercial club wants \$1,500,000 county road bonds.

Sacramento—Project planned to settle 3000 Belgian families in state on fifty thousand acres of cheap land has big backing.

Watsonville and Monterey working hard to secure whale industry for meat and oil, to be established by Norwegian capitalists.

NOTABLE VISIT BY WARRIORS IN AUTO

On Monday last, March 5th, our city was honored by a visit of a notable party of San Franciscans.

It was an automobile party, consisting of Dr. Charles A. Clinton, Thomas R. Bannerman, Major J. H. Dockwiler, Jes Aher and George W. Shorten.

Dr. Clinton, Tom Bannerman, Jes Aher and George Shorten were participants in the Fenian uprising of March 5, 1867. (Mr. Aher was a Fenian convict, pardoned in 1870 by Her Britannic Majesty.) While Major Dockwiler was not in the "Uprising," he is nevertheless a German with Irish sentiments, inculcated through Irish affiliation and environment.

The party of five were commemorating the fiftieth anniversary of that memorable event, which, although a failure, was just as honest and patriotic as the uprising at Lexington and Bunker Hill, where "The embattled farmers stood And fired the shot heard round the world."

Dr. Clinton was host, and a most enthusiastic one. He had his chauffeur put "Old Glory" on the right and the "Green Flag of Old Erin" on the left of his automobile.

Returning from South San Francisco, the party visited Holy Cross Cemetery, and there in the beautiful chapel offered the rosary for former comrades of half a century ago who are buried there.

The party concluded the day out by dining at Hiram Cook's at 6 p. m.

The entire party were pleased with the march of improvement everywhere in evidence at this industrial center. Messrs. Bannerman and Shorten are owners of valuable property here and are well known and held in great esteem by the citizens of South San Francisco.

ANNOUNCEMENT

The lot selling agency in the platted district of South San Francisco has been placed in charge of E. C. Peck & Co.

Mr. Peck's office in this city is located in the hotel building and the San Francisco offices occupy rooms 209-210 Hearst Building, Third and Market streets.

A house building organization is operated in conjunction with this agency. Salesmen desiring to handle lots in this district will apply direct to E. C. Peck & Co. at the above address.

SOUTH SAN FRANCISCO LAND AND IMPROVEMENT CO.

By W. J. Martin, General Manager.

Mr. Lot Owner:

We will loan you the money to improve your lot with an attractive business building or dwelling.

Submit your proposition to us.

Bank of South San Francisco

South San Francisco, Calif.

COMMERCIAL

SAVINGS

MRS. GAS RANGE OWNER

By buying a Gas Water Heater NOW you not only save \$7.85, but you can at once take advantage of the wonderful convenience and economy of this little appliance.

Just think what it means to have an unlimited supply of scalding hot water always at your command with no more trouble than the application of a match at a trifling cost.

The offer is limited to gas range users and is open for a short period only. Order yours by phone NOW.

A Ruud Water Heater

\$11.25

Pacific Gas and Electric Co.

REDWOOD DISTRICT

SOUTH SAN FRANCISCO

Let Us Figure Your JOB PRINTING

Official Stationery

Letter Heads
Note Heads
Bill Heads
Statements
Envelopes
Receipts

Business Cards

Visiting Cards
Invitations
Programs
Handbills
Embossing
Posters

WE HAVE THE MOST COMPLETE
PRINTING PLANT IN THE COUNTY

THE ENTERPRISE

PHONE 126

WOMAN PAID WRONG TAX EIGHT YEARS

Mrs. Caroline Schaffer of Los Angeles, but formerly of San Mateo, has just discovered that she has been paying taxes on personal property in this county for the past eight years, when she didn't own the property. The amount of money she has paid into the tax collector's office will amount to several hundred dollars, and she now asks through her agent, Frank Grummond, that she be reimbursed that amount.

Mrs. Schaffer owns a house and lot in the "Heights," San Mateo. She had been living on the place until about eight years ago, when she moved to Los Angeles. A tenant moved into the house, but through an error the furniture and other belongings continued to be assessed against the owner, and Mrs. Schaffer, without knowing the difference, paid the taxes right along.

The supervisors advised Grummond to put a claim in for the money and have it presented to the board.

Go Next Sunday!

California
Orange
Day
March
10th

50% Reduction for Round Trip Tickets via Southern Pacific Lines in California Between Points Where the One-Way Fare Ranges from 50c to \$5

SUGGESTIONS:

FROM
South San Francisco
TO

San Francisco	\$.40
Sacramento	\$2.80
Stockton	\$2.65
Fresno	\$6.00

Oil Burning Locomotives; No Cinders; No Annoying Smoke; Steam Heated Cars; Automatic Safety Block Signals

ASK AGENT

Southern Pacific

Write for folder on the "Apache Trail of Arizona"

SOUTHERN
PACIFIC
LINES

The NEW
SUBDIVISION you
have been waiting for

"High School Park"

The Biggest
HOME BARGAINS
You ever saw

E. C. PECK CO.

Opp. Postoffice, 222 Linden Ave.

SOUTH SAN FRANCISCO

E. C. PECK CO.

209 Hearst Bld. & 680 Market St.

SAN FRANCISCO

The Choice Property



of South San Francisco